



news from yuma visitors bureau

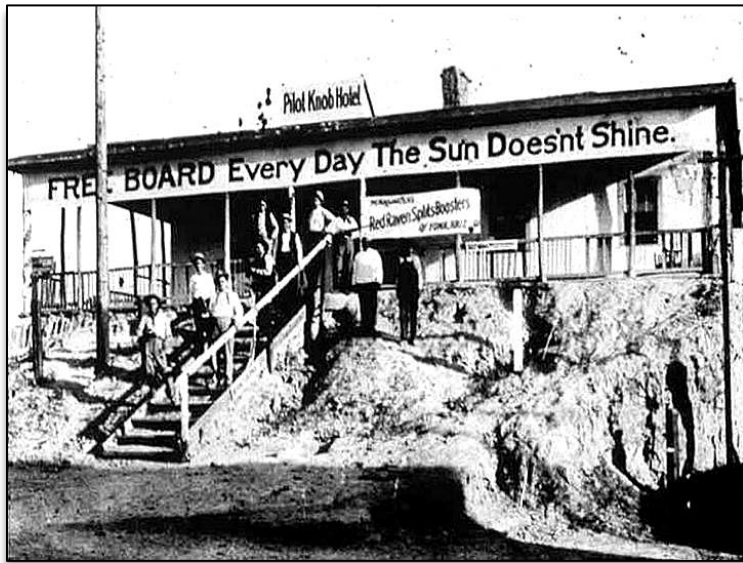
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EVERGREEN: FOR USE ANY TIME

Brilliant! Yuma wears ‘sunniest’ label with pride Sun showed up 365 days in a row during Arizona centennial

YUMA, ARIZONA – A lot has changed in Yuma over the last century – but one thing that hasn’t is the reliable sunshine that favors this Southwestern city an average of 350 days a year. In fact, back in the day, Yuma frontier hotels boasted that they offered “free board every day the sun doesn’t shine.”

That historical precedent – and a modern-day Guinness world record as the “sunniest city” on earth – inspired Yuma to renew its offer of free eats on cloudy days during Arizona’s 100th birthday celebration. Yuma’s bold offer ran from Aug. 11, 2011 through July 31, 2012.

Final score? Sunshine 365, gloom – and hungry hotel guests – a big fat zero.



The bright idea made headlines around the world, and earned Yuma Visitors Bureau an award for the “most innovative promotion” in Arizona that year. And though it’s been a few years since Yuma went all in, betting a potential dinner tab for thousands against weather records, the city still takes pride in its brilliant reputation. Enduring “points of light”:

- The Guinness record is based on the fact that **the sun shines in Yuma 91 percent of all daylight hours** – an average of 4,055 hours yearly of 4,456 possible non-night hours.

- Yuma's also prominent in the "weather extremes" tracked by the U.S. Department of Commerce's National Climatic Data Center, with number one slots not just for **sunniest** but also **driest** (average 3.01 inches of precipitation a year), **least humid** (average 22.5 percent) and **fewest days with precipitation** (16).

"When people are planning a trip, they can plan for pretty much everything but the weather," said Linda Morgan, executive director of Yuma Visitors Bureau. "And even in Yuma, we can't guarantee sunshine every day. But looking at a century of records, the odds of a brilliant vacation are in certainly in your favor."

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Yuma Visitors Bureau markets the Yuma area within the travel and tourism industry and to the general public. Yuma's population nearly doubles in the winter months, thanks to more than 23,000 spots in RV parks and resorts. The community also offers nearly 4,300 hotel rooms, conference and meeting facilities, and three casinos.

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